

LOCAL AUTO

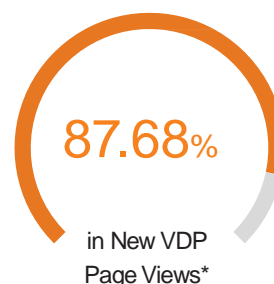
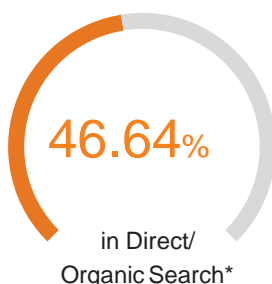
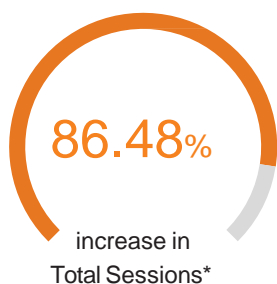
DEMONSTRATING

OUR IMPACT

COMCAST SPOTLIGHT

Cross-Platform Video: A Full-Funnel Marketing Solution:

Did you know your cable advertising drives website traffic? At Comcast Spotlight, dealers are discovering the impact of cross-platform video advertising on their overall web traffic. In a recent series of studies, dealers who added Premium Digital Video on average saw:



Not only that, but:

Dealers who bought cross-platform video (TV + Digital) saw better overall web traffic results than those who only bought TV or Digital.**

Dealers who maintained cable spend but also added Premium Digital Video saw growth in lower funnel online activities. These dealers adjusted their broadcast spend and maximized their SOV by basing cable and Premium Digital Video budgets on SOV among in-market intenders in their PMA.

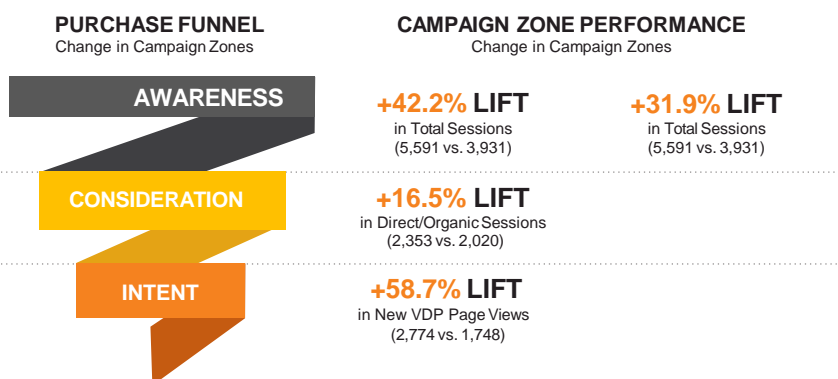
CASE STUDY

A Local Dealer who advertised for the first time with Spotlight, running a quarterly campaign on TV and Premium Digital Video across 4 zones.

*Source: Google Analytics, Date Range: 10/1/2017 - 12/31/2017 vs. 7/1/2017 - 9/30/2017. Website Metrics for (local) Dealer. Google Analytics reported town names mapped to Comcast Spotlight local ad sales zones using Comcast Spotlight Zip code by zone report.

CAMPAIGN PERFORMANCE - LOCAL DEALER

Campaign Zones Period over Period | 10/1/2017 - 12/31/2017 vs. 7/1/2017 - 9/30/2017



In a time when many digital companies claim to drive attribution based on clicks from a webpage, Comcast Spotlight offers a full-funnel marketing solution that delivers our clients a powerful impact.

*Source: 1-zone buy from Jan-Feb 2018, comparing metrics for Total Sessions, New Users, Direct/Organic Sessions, and VPDs Jan/Feb '18 to Jan/Feb '17. Advertiser changed from TV-only to TV+PDTV. **Source: Google Analytics Reports of 5 advertisers' website traffic over various periods from 1/1/16-6/30/17. Advertisers all added Premium Digital Video with in-market for new car targeting and canceled their broadcast partnerships.

For more information, contact your Comcast Spotlight Account Executive.
©2018 Comcast Spotlight. All rights reserved. Comcast confidential and proprietary information.

COMCAST SPOTLIGHT